

In another embodiment, instead of set top box learning the user's habits, the user chooses what types of content to receive. User Computer 360 transmits the viewing preferences to content distributor server 380, via internet 370, which determines which content is included based upon the user preferences. Content provider 310 includes user preference information in television signal 315.

Referring to figure 4, at step 410, the set-top box is programmed with the user's viewing habits. Said programming may be learned from the user's past viewing habits, or it may be programming by the end-user. At step 420, the set top box reads the additional content in the non-viewable area of the television signal and delivers the appropriate content based upon the user's viewing preferences at step 430.

#### Abstract

A method and apparatus designed to permit content distributors to insert personalized content into a media stream or television signal based upon the user preferences or viewing habits.